Co-operative Promotion Program

This reviews the planned 1994 Indy 500 co-operative promotional effort to include Ford, Ford Trucks, Philip Morris, Valvoline and Kodak.

Objectives

- Build Indy 500 interest
- Allow individual sponsors to use co-op effort as platform to run their Indy 500 promotions

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Strategies

- Develop an interactive and "instant" promotion to maximize consumer interest and involvement in Indy
- Use promotion as an opportunity to build sponsor databases

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Co-operative Promotion Program

Theme

Win the Indy 500 Speed Dial Sweepstakes

Tactic

800# Indy update phone with call & win sweepstakes

How It Works

Background

- Consumers have a chance to instantly win a fantasy Indy 500 sweepstakes and receive updated Indy 500 information over the phone

- We would establish an 800 # to use for the two weeks prior to the Indy 500 race

- We would create announcement ads, e.g.
  - **Headline:**
    Win the Indy 500 Speed Dial Sweepstakes
  - **Subhead:**
    Call 1-800-INDY-500 The Fastest Way to Win

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Co-operative Promotion Program

Background (Continued)

- Will use media to announce promotion (sweepstakes) and availability of update information including, for example:
  - ESPN
  - Parade (1/2 page)
  - Sports Illustrated
  - Car & Driver
  - USA Today (full page)
  - Indy 500 program
    - -- Consider a special Indy 500 decal or patch compliments of five sponsors on cover of program

- Sponsors would also receive the following to tie-in/strengthen and supplement their individual promotion and media efforts:
  - Promotional logo lock-up
  - Slicks to allow co-op promotion to tie-in to individual promotions
  - Ability to customize own point of sale materials

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Co-operative Promotion Program

Mechanics

- Consumers call to hear a 15-20 second race update which changes every day and includes:
  - Daily qualifiers
  - Qualifying times
  - Driver information
  - ABC broadcast information will be called out

- Select callers will win instantly.

- A live operator intercepts the recorded message to announce "you have won!"

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Co-operative Promotion Program

Prize Structure

- **1 Grand Prize** - Will be awarded on an electronic random draw basis from pool of all callers. Special Edition Ford Mustang Pace Car or Ford Truck filled with life time supplies of Valvoline, Kodak products and Marlboro Adventure merchandise.

- **5 Instant Win First Prizes**
  - Trips for two to next year's Indy 500 (including VIP meals, accommodations, pit passes, etc.)

- **Instant Win Second Prizes:**
  - Dinner with Emerson Fitipaldi, official pace car ride, official driving suit, etc.

- **50 Instant Win Third Prizes:**
  - A remote control Indy edition racing car

- **1000 Instant Win Fourth Prizes:**
  - TBD

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Co-operative Promotion Program

Prize Structure (Continued)

- If no instant prize is awarded to specific caller, recorded 800# announcer then says, if you didn't win instantly, you can:
  - Press 1 If you want to enter the sweepstakes for the Grand Prize leave your name and address
  - For other great offers...
  - Press 2 to hear the Valvoline offer*
  - Press 3 to hear the Kodak offer*
  - Press 4 to hear the Ford Truck offer*
  - Press 5 to hear the Ford Automobile offer*
  - Press 6 to hear the Marlboro offer*

- Program would be kicked off with a major public relations effort:
  - With sponsors
  - With driver celebrities

* These offers TBD and at client discretion. At the end of each offer caller inputs name and address to build database.

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